



Colombia Inbound Trade Mission to America's Food and Beverage Show

Miami, Florida
September 17, 2024

Colombia is the leading destination for U.S. agricultural exports in South America, followed by Chile and Peru. In 2022, the United States exported \$3.7 billion in agricultural products to Colombia, which secured its position as Colombia's top supplier of food and agricultural products. Colombia is the third most populous country in Latin America with 51 million inhabitants. In recent years, urban households in Colombia are becoming dual income, resulting in increased demand for processed food and shopping convenience. Consumer habits and preferences continue to evolve, opening opportunities for healthy and sustainable food products. The U.S.-Colombia Trade Promotion Agreement (CTPA) provides preferential product treatment for many agricultural goods.

Colombia is a fast-growing market for value-added food products. Surveyed retailers and food importers think there is significant potential for new products in all food categories. Healthy and ethnic food categories are especially new and fast growing. Organic food products are a new trend, and retailers are searching for the best suppliers.

This event is taking place in conjunction with the Caribbean and South Africa Inbound Trade Missions

Participation Fee: \$8.33

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Colombia

Registration Deadline: July 17, 2024 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredient, Natural/Health, Pet Food & Products, Retail Products, Seafood and Craft or Artisanal Beer

Product Description: (Suitable products include, but are not limited to): Pet Food, Grocery and Convenience, Confectionary and Processed Fruit, Dairy and Dairy Products, Tree Nuts, Wine

Activity Managers

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Global Event Coordinator: Angelique Rhome, Angelique@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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